TUESDAY TOUR

AGENT PARTNER PLAN

A 3-Option Playbook for Realtor-to-Realtor Tours

Tuesday tours put a room full of agents in one place. Show up for the hosting agent, help fill the room, and you meet the host and a dozen potential partners in a single stop.

01
QUICK POP-IN
Small gift or tour kit

02
PERSONALIZED
Partner Intel + custom gift

03
TOUR SPONSOR
Lunch, headshots + promotion

THE OBJECTIVE

Become the lender agents look forward to seeing on tour day: the one who makes the host's tour better attended, better promoted, and more memorable, and who follows up with every agent in the room.

HOW TUESDAY TOURS ARE DIFFERENT

Weekend open houses are about buyers. Tuesday tours are agents hosting agents, so the value you bring changes too.

THE AUDIENCE

Other agents, not buyers. Every attendee is a potential partner and every conversation is agent-to-lender.

THE HOST'S GOAL

Attendance and feedback. The more agents walk through, the more buzz and buyer showings the listing gets.

YOUR EDGE

Help fill the room. Promotion, food, headshots, and gifts give agents a reason to choose this tour.

FIND THE TOURS

- **Pull the MLS tour schedule:** most hosts enter Tuesday tours a few days ahead. Pull Thursday–Friday for next Tuesday, then re-check Monday for late additions.
- **Save the search:** set an alert for tours in your target zip codes and price ranges.
- **Ask your partners:** many brokerages run a regular office tour day. Ask agents you know which listings are on it.
- **For sponsorships, look 2+ weeks out:** new and coming-soon listings give you time to promote (see Option 3).
- **Prioritize:** hosts in the $2M–$15M range, newer agents building a reputation, and offices you want to grow in.

OPTION 1: THE QUICK POP-IN

The simple version. Stop by for 15–20 minutes with a small gift or tour kit for the host, then work the room.

STEP	WHEN	WHAT TO DO
1. Pull	Thu–Fri	Pull next Tuesday's tours from the MLS. Pick 2–4 close together so you can hit them in one loop.
2. Pack	Monday	Build a tour kit for each host. Add your card and a tag with your name, NMLS#, and phone.
3. Pop in	Tuesday	Hand off the kit, compliment the listing, then meet 2–3 attending agents before you leave.
4. Follow up	Same day	Text the host and every agent you met. Connect on social and log it in Total Expert.

WHAT GOES IN THE TOUR KIT ($10–$20)

☐ **Water + snacks** for the host and early guests	☐ **Pens + feedback cards** so agents can leave price and condition notes
☐ **Sign-in sheet** on a clipboard to capture attendees	☐ **Phone charger** or a small power bank
☐ **Shoe covers** for rainy or snowy days	☐ **Cleaning wipes** + paper towels for spills
☐ **Mints + hand sanitizer** for a full day of handshakes	☐ **Tape + sticky notes** for signs and last-minute fixes

POP-IN SCRIPT | TO THE HOST

"Hi! I'm [Name] with Fairway Home Mortgage. I'm stopping by a few tours today and brought you a little tour-day kit. This listing is beautiful. How's the turnout been?"

WORK THE ROOM | TO ATTENDING AGENTS

"What do you think it'll go for? … What are your buyers running into right now?" Ask about their business before you mention yours, and get a phone number to follow up.

OPTION 2: PERSONALIZED PARTNER GIFT

For A-tier hosts, pull a Partner Intel report on the agent hosting the tour and bring a small gift picked just for them, alone or alongside the tour kit.

1. PULL THE PARTNER INTEL REPORT

- **Confirm the host:** pull the report on the agent actually hosting the tour, not just the listing agent.
- **Business snapshot:** production, price points, active listings, recent closings, brokerage, and years licensed.
- **Lender relationships:** who they've closed with recently, so you know if there's an opening.
- **Personal preferences:** add what they share publicly on social: hobbies, teams, pets, favorite coffee spot, milestones.
- **Bonus:** if you know who usually attends that office's tours, pull reports on 1–2 agents you hope to meet there.

2. MATCH THE GIFT TO THE AGENT

IF THEY LOVE…	BRING…	EST. COST
Coffee	Their go-to drink from their favorite local shop, or a small gift card there	$5–$15
Sports	A koozie, cap, or snack pack in their team's colors	$10–$20
Their pet	Dog or cat treats with a "for the office manager" tag	$8–$15
Fitness / wellness	Electrolyte drinks, protein bars, or a reusable water bottle	$10–$20
Sweets / foodie	A treat from a local bakery or their favorite spot	$8–$15
Plants / home	A small succulent or desk plant	$8–$15
New to the business	A "first listing" kit: notebook, nice pen, and the tour kit	$15–$20

3. MAKE IT PERSONAL (NOT CREEPY)

- Only reference what the agent shares publicly; keep business data from the report to yourself.
- Add a short handwritten note that connects the gift to them, and keep it about them, not your loan products.
- Log what you gave and what you learned in Total Expert so your next touch builds on it.

SAMPLE GIFT NOTE

"[Name], saw you're a big [team / coffee / dog] fan, so here's a little something to fuel tour day. Congrats on the new listing! — [Your Name], Fairway Home Mortgage"

03 TOUR SPONSOR PACKAGE

HELP THE HOST FILL THE ROOM

REQUIRED FOR EVERY SPONSORED TOUR

- **The lender must attend the tour** in person, for the full event, and be there sharing our marketing materials. We never just send lunch or pay for the host's event.
- **Limits on lunch and gifts must be strictly adhered to.** Stay within the per-event food limit and per-agent gift limit set by Fairway compliance. No exceptions, and no unapproved add-ons.

WHAT WE BRING

OFFERING	WHAT IT INCLUDES	WHY AGENTS COME
Lunch or drinks	Boxed lunches, coffee bar, or smoothies; you on site	#1 tour-day draw
On-site headshots	Photographer + social team shoot every attendee	Every agent needs one
Lifestyle photo raffle	Free lifestyle session, drawn from the sign-ins	Reason to sign in
Custom pop-by gifts	A branded pop-by gift for every attending agent	No one leaves empty
Home pricing info	Payment scenario flyers agents share with buyers	Helps sell the home
Tour graphics	Co-branded social graphics for the host to post	Pro promo, no effort
Promotion	Our social posts + email to our realtor list	Reaches new agents

PITCH TO THE HOSTING AGENT

"Congrats on [Street]! Would you like help making your Tuesday tour a big one? We'd bring lunch, our photographer to do free headshots for every agent who comes, a raffle for a lifestyle photo session, and gifts for everyone. We'll also design the tour graphics, make payment flyers for the home, and promote it on our social and to our realtor email list. All you do is host."

COUNTDOWN TIMELINE

WHEN	WHAT HAPPENS	OWNER
2 weeks out	Pitch the host; confirm date and time; get listing details; submit plan to compliance	Loan officer
10 days out	Book photographer + social team; order pop-by gifts; design tour graphics and payment flyers	LO + marketing
1 week out	Send graphics to the host; post on our social; email our realtor list with an RSVP link	Social team
3 days out	Check RSVPs; order lunch or drinks; send a reminder email and story post	LO + social
Tour day	Lender on site all tour sharing our marketing materials; run stations; capture content	LO (required)
After the tour	Thank the host; announce the raffle winner; email headshots within 72 hours; share content; coffee with the host	LO + team

TOUR-DAY SETUP

STATION	HOW TO RUN IT
Sign-in + raffle	A QR code sign-in collects name, brokerage, phone, and email. Every sign-in is a raffle entry and a new contact for your realtor list (with permission).
Headshot station	Set it up in a well-lit room or outside. A simple backdrop, 3–5 minutes per agent, with a sign-up sheet if it gets busy. Deliver photos by email within 48–72 hours.
Food + drinks	Near the kitchen, away from the headshot line. Keep it simple and easy to eat while touring.
Pricing info	Payment scenario flyers at the entry and kitchen so agents can grab one for their buyers.
Pop-by gifts	Hand them out at the exit with your card so every agent gets a personal goodbye.
Social content	The social team films a short walkthrough of the home, a clip with the host, and the raffle draw.

SAMPLE PROMO COPY

SOCIAL POST + EMAIL TO OUR REALTOR LIST

"Tuesday Tour this week! Join [Host Name] at [Address] on [Date], [Time]. Lunch is on us, our photographer will be taking FREE headshots, and one lucky agent wins a lifestyle photo session. RSVP: [link]"

WHO DOES WHAT

LOAN OFFICER
Pitches the host, runs the day, greets every agent, and owns follow-up.

PHOTOGRAPHER
Runs the headshot station, delivers photos, and shoots the raffle session.

SOCIAL MEDIA TEAM
Designs graphics, posts and emails promo, and captures tour-day content.

HOSTING AGENT
Shares the graphics, invites their network, and hosts the tour.

MARKETING / COMPLIANCE
Approves graphics, flyers, emails, and the raffle before anything goes out.

TITLE PARTNER (OPTIONAL)
Co-sponsors food or a gift, attends in person, and promotes to their agent list.

MAKE IT EVEN MORE SPECIAL: ADD A TITLE PARTNER

A lot of the time we can get a title company involved in the tour too. A title co-sponsor makes the event bigger and gives agents one more reason to come.

- **What they can add:** co-sponsor the lunch or a dessert or coffee bar, bring their own pop-by gift or raffle prize, and share their marketing materials (property profiles, seller net sheets).
- **Double the promotion:** they post on their social and email their own agent list, so the tour reaches more agents.
- **How to set it up:** invite your title rep when you pitch the host, then agree in writing who brings what. Their rep attends in person too.
- **Keep it clean:** each company pays its own share and follows its own compliance rules. Never cover each other's costs or trade referrals.

FOLLOW UP WITH EVERYONE

Tuesday tours give you two kinds of follow-up: the host and every agent you met. Do both within 48 hours.

WHEN	HOST	ATTENDING AGENTS
Same day	Thank-you text + turnout recap	"Great meeting you at [Street]" text; connect on social
1–2 days	Share tour photos and content	Deliver headshots (Option 3) or send a useful resource
1 week	Coffee or a debrief call; ask about their next listing	Invite A-tier agents to coffee
30 days	Offer to sponsor or support the next tour	Add to your realtor email list and monthly market updates

SAMPLE FOLLOW-UP TEXT

"Hi [Name], great meeting you at the tour on [Street]! I'd love to hear more about your business. Are you open to a quick coffee next week?"

WEEKLY RHYTHM

DAY	FOCUS	KEY ACTIONS
Thursday–Friday	Pull + plan	Pull next Tuesday's tours from the MLS; pick stops; pull Partner Intel on A-tier hosts; pitch sponsorships 2+ weeks out
Monday	Prep + confirm	Re-check the MLS for added tours; build kits and gifts; confirm sponsor details
Tuesday	Tour day	Pop in, deliver gifts, or run a sponsored tour; meet every agent you can
Wednesday	Follow up	Text the host and every agent you met; log it all in Total Expert

WEEKLY CHECKLIST

✓	WEEKLY ACTION	EXECUTION NOTE
☐	**Pull Tuesday tours (Thu–Fri)**	Re-check Monday for additions.
☐	**Visit 2–4 tours**	Bring a tour kit or personalized gift.
☐	**Meet 5+ new agents**	Get a phone number from each.
☐	**Pitch 1 tour sponsorship**	Target listings 2+ weeks out.
☐	**Follow up within 48 hours**	Host + every agent you met.
☐	**Book 1 coffee meeting**	Turn a tour into a sit-down.

TRACK EVERY TOUR

Print this page or mirror it in Total Expert. Log the host, the agents you met, and the agreed next step.

TOUR DATE / ADDRESS	HOST AGENT	OPTION (1/2/3)	AGENTS MET	FOLLOW-UP DATE	NEXT STEP / NOTES

MEASURE EVERY SPONSORED TOUR

METRIC	TARGET
Agents who attended	Track vs. the host's usual turnout
Headshots taken	Every one is a reason to follow up
New agents added to your realtor list	10+ per tour (with permission)
Social reach + engagement	Compare to your normal posts
Coffee meetings booked after	2–3 per tour

STAY COMPLIANT

Tour sponsorships put real value in front of agents (food, headshots, prizes, and gifts), so RESPA matters more here than at weekend open houses. Get the Option 3 package approved by Fairway compliance before you pitch it.

THINGS TO DISCUSS WITH THE TEAM BEFORE THE EVENT:

- **Gifts:** Be sure to stay within the gifting dollar amount max.
- **Co-marketing:** How do we split costs fairly on co-branded graphics and promotion, and what records do we keep?
- **Title co-sponsor:** How should costs and roles be split when a title company joins the tour?

GUARDRAILS FOR EVERY TOUR

- **Never pay for referrals.** Nothing you bring can be tied to past or future business.
- **The lender must attend.** Be at every sponsored tour in person, for the full event, sharing our marketing materials. Never just pay for the host's event or cover their costs.
- **Limits are strict.** Lunch and gift limits set by compliance must be strictly adhered to, with no exceptions and no unapproved add-ons.
- **Open to all.** Offer headshots, gifts, and raffle entries to every attendee, never based on who sends you business.
- **Approve marketing first.** Graphics, flyers, payment scenarios, social posts, and emails, with your NMLS#, NMLS# 2289, and Equal Housing Opportunity.
- **Email the right way.** Only email agents who opted in, and include an unsubscribe link.
- **Get photo permission.** Ask before posting agents' photos or tour-day video on social.

This summary is a general reminder, not legal advice. When in doubt, ask compliance before you act.

ULTIMATE GOAL

Help the host fill the room. Meet every agent who walks through. Follow up so they remember you next Tuesday.